

## In the Claims

Please amend the Claims 1-20 as follows:

1. (Currently Amended) A business system, comprising:  
a an electronic core business ~~that supplies~~ having a customizable purchasing platform;  
an affiliate organization provider remote from the core business ~~that~~ enabled to  
provides a good or a service for purchase; and  
~~a first Affinity partner that has a plurality of members; and a member associated with~~  
~~the first partner, whereby the member may~~ wherein the core business is enabled to allow a member  
of a first Affinity partner to electronically make purchases directly from the affiliate organization  
provider via the core business ~~and whereby the member making a purchase defines a customer.~~
2. (Currently Amended) The business system of claim 1 wherein the affiliate  
organization is enabled to provide a royalty back to the core business as a function of the purchases  
made by the members with the affiliate organization provider ~~further comprising a second Affinity~~  
~~partner that has a plurality of members.~~
3. (Currently Amended) The business system of claim 1 further comprising a secondary  
Affinity partner that is electronically associated with and is subset of the first Affinity partner.
4. (Currently Amended) The business system of claim ~~3~~ 2 wherein the customizable  
purchasing platform is configured such that ~~when a~~ the member of the second Affinity partner can  
accesses a web site associated with the customizable purchasing platform.

5. (Currently Amended) The business system of claim ~~4~~ 3 wherein the web site is configured such that when a the member of the ~~secondary a~~ Affinity partner accesses a the web site associated with the customizable purchasing platform, the web site appears to be a web site of the first Affinity partner or the secondary a Affinity partner.

6. (Currently Amended) The business system of claim 1 wherein ~~an~~ the first a Affinity partner and a its members associated with the Affinity partner are engaged prior to the first Affinity partner engaging ~~an~~ the affiliate organization provider.

7. (Currently Amended) The business system of claim 1 wherein the customizable purchasing platform electronically links the first Affinity partner to ~~an~~ a web page of the affiliate organization provider ~~partner web page~~ by:

storing a web page template;

customizing the template to create a first Affinity partner or a second Affinity partner web page; and

displaying the first Affinity partner or the second Affinity partner web page to the member when the member accesses the purchasing platform ~~web site~~.

8. (Currently Amended) The business system of claim ~~3~~ 4 wherein the member accesses the affiliate organization provider web page via a click-through from a web page associated with the first or second Affinity partner.

9. (Currently Amended) The business system of claim 1 wherein the core business is enabled such that no funds transferred from the member to the organization provider are handled by the core business ~~further comprising an order processing system that receives an order for a good or service from a member.~~

10. (Currently Amended) The business system of claim 1 wherein the first Affinity partner receives a stock option in the core business as a function of a volume of members generated by the first Affinity partner members via the core business.

11. (Currently Amended) The business system of claim 3 wherein the secondary Affinity partner receives a stock option in the core business as a function of a volume of members generated by the second Affinity partner members via the core business.

12. (Currently Amended) The business system of claim 1 wherein the first Affinity partner receives a portion of the profits of the core business as a function of a volume of purchases made by the first Affinity partner members via the core business.

13. (Currently Amended) The business system of claim 3 wherein the secondary Affinity partner receives a portion of the profits of the core business as a function of a volume of purchases made by the second Affinity partner members via the core business.

14. (Currently Amended) The business system of claim ~~1~~ 3 wherein a percentage up to 50% of the ~~a~~ residual income of the core business is distributed to the first Affinity partners and secondary Affinity partners.

15. (Currently Amended) The business system of claim 1 wherein all the residual net profits of the core business are distributed to the first Affinity partner as a function of stock ownership in the core business.

16. (Currently Amended) In an Ifiniti system, a method of building a core business on the internet, comprising:

enlisting ~~an~~ a first Affinity partner having a plurality of members to the Ifiniti system;

enlisting a at least some of the first Affinity partner members ~~of the partner~~ as a subscriber to the Ifiniti system and;

enlisting an affiliate organization provider to offer a good or service for purchase ~~by a~~ directly to the subscriber via the Ifiniti system.

17. (Currently Amended) The method of claim 16 further comprising enlisting a secondary Affinity partner to the Ifiniti system, the secondary Affinity partner being a subset of the first Affinity partner, the secondary Affinity partner having a plurality of members being enabled to purchase directly from the affiliate organization provider via the Ifiniti system.

18. (Currently Amended) The method of claim 16 further comprising receiving an order from ~~a member~~ one of the subscribers, the order being for a good or service supplied by ~~an~~ the affiliate organization provider.

19. (Currently Amended) The method of claim 17 ~~16~~ further comprising providing a stock option of the core business to the first Affinity partner or the second Affinity partner as a function of a volume of members enlisted by the first Affinity partner or the second Affinity partner via the core business.

20. (Currently Amended) The method of claim 17 ~~16~~ further comprising providing a portion of the profits of the core business to the first Affinity partner or the second Affinity partner as a function of ownership in the core business.